

# .videoloft

## Learning library. How to sell cloud.



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# Key benefits of Videoloft for your customer.



## Secure offsite backup.

Cloud overcomes the risk of losing critical video due to the recorder being stolen, overwriting footage, or malfunctioning without anyone noticing. All the recorded video is encrypted and securely stored in the Videoloft cloud.



## Live health monitoring.

Both you and your customer will be automatically alerted if their system goes down. You can access vital camera health information remotely, with the Videoloft support team on hand for more involved diagnosis.



## Remote video access.

Your customer can view camera live feeds & recorded video from anywhere using the Videoloft mobile app or online web viewer. Recorded video events can be easily downloaded and shared straight from the app.



## Alerts & notifications.

Your customer can set up smart alerts to be notified (via push notification or email) when motion is detected. Alerting can be configured for individual cameras and/or specific time periods, e.g. out of business hours.



## Multi-user permissions.

Your customer can give others read-only or full admin access to specific cameras with our multi-user permissions.



## Scalable & flexible cloud.

Install a system that is ready to grow with your customer. It's easy to add/remove cameras or increase/reduce storage period.



## Analytics & smart search.

Videoloft turns basic CCTV systems into intelligent ones. Object detection & text recognition make searching footage easy & smart. Available as an add-on feature.



## Always improving.

Videoloft continually adds new features and improvements which your customers will receive through our regular software updates.

# Common cloud myths debunked.



**Cloud requires a lot of bandwidth.**

**Reality: Cloud doesn't have to be data hungry.**

Cloud uses a lot less data than you think. By default Videoloft records on motion. On average this results in 2.5h of video per day. Videoloft cloud is optimized for real-world networks: dynamic frame rate, bit rate & resolution adjustment ensure all recorded events are sent to the cloud, even in poor network conditions.



**Loss of network means loss of footage.**

**Reality: Even cloud can have a back up.**

The Videoloft Cloud Adapter comes with 32GB built-in storage and acts as a back up in case of a network outage or bad connection. If the internet goes down, it'll store the video footage from the cameras on the edge and automatically send it to the cloud when the internet connection has been restored.



**Cloud is really expensive.**

**Reality: Cloud can reduce the overall costs.**

Cloud can not only lower the total cost of ownership of a security system, but also gives you a source of recurring monthly revenue. Videoloft is 8-10x cheaper than other cloud providers, which allows plenty of room to add margin and still price very competitively for your customer.



**Cloud is not secure.**

**Reality: Cloud is more secure than local storage.**

All recorded video is saved to Amazon Web Services (AWS) using 256-bit encryption and transmitted over encrypted TLS (HTTPS) channels. Because no port-forwarding or router configuration is required, the security of the system significantly increases, making cloud more secure than local storage.



**Cloud solutions have limited compatibility.**

**Reality: Compatibility is broad.**

With the Videoloft Cloud Adapter, you can connect almost any legacy or new system to the cloud. Our cloud software is directly integrated with many leading manufacturers and works with most others via our ONVIF integration.



**Cloud is too complicated to set up.**

**Reality: Cloud is much simpler than you'd think.**

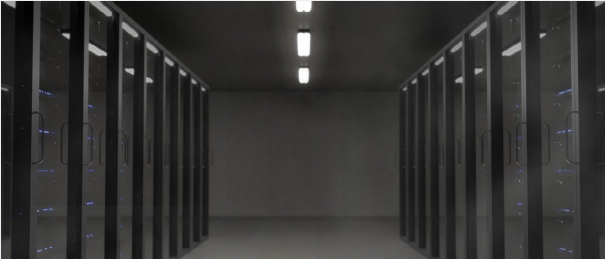
Cloud installation is actually very simple. Videoloft cloud can be installed remotely in just a few minutes through the Videoloft app. All you need is a Videoloft Cloud Adapter and a smartphone or tablet with the Videoloft app.

# Ways to win.



## Key customer types to target

### Critical camera back up



Add cloud to key one or two cameras to ensure the video is securely backed up. Pitch this to customers who have a critical camera pointing at the till, in a server room or, at the front and rear exits.

### Remote locations without wired internet



Easily deploy CCTV systems in remote locations like construction sites, vacant lots and farms - provided they have power, you can set them up with a 4G router and record directly to the cloud. No need for a recorder or wired internet.

### Basic legacy systems



With the Videoloft Cloud Adapter you can add cloud to entry-level DVR systems that have been installed for years, giving your customer features they currently don't have.

### Multi-site owners/managers



With Videoloft your customers can access footage from multiple sites all under one login. Perfect for industries such as quick service restaurant chains or property management.

### Businesses targeted in liability claims



Longer-term offsite cloud backup is often an insurance requirement for businesses targeted by liability claims. Videoloft offers cloud storage for 1, 2, or 3+ years as well as 24/7 continuous recording plans if required.

### Price sensitive customers



Cloud can completely eliminate the need for a recorder, providing a simpler and cheaper installation with just a small monthly storage fee.



# Ways to win.



## How to sell cloud



### Monthly add on

A small subscription fee for your customers' cloud video platform, just like their monthly Netflix or Spotify payments.



### Annual bundle

If a customer doesn't want to pay monthly, you can bundle up the cost of the installation, hardware & an annual cloud plan into one upfront payment.



### Free install incentive

Offer the installation and cameras for free if your customer signs up to a longer term cloud contract, e.g. 2 or 3 years.



### Tip: How much should I charge my customer?

Our global network of partners charge a wide variety of prices to their end customers. On average we see a markup of approximately 50% on our trade list prices, but this really varies depending on the customer need and price sensitivity.



## Assets to help you

- **Marketing materials:** You can download a collection of assets in the marketing section of the Videoloft Partner Portal - here you'll find spec sheets, user guides and a collection of marketing leaflets tailored to different customer types.
- **Webinars:** Our sales team is always happy to run webinars for your sales and engineering teams to talk through the benefits of cloud, how best to pitch it to customers, Videoloft compatibility and installation.
- **Resource library:** Our website is full of blogs, case studies, eBooks and infographics covering a variety of topics that will help you learn more about cloud.

**Help us help you - let us know what we can do to help you sell cloud to all of your customers!**